



Click It or Ticket May 22 - June 5, 2011

Cracking Down on Seat Belt Use – Especially at Night

Too Many Are Not Getting the Message...

- There were 23,382 occupants of passenger cars, pickup trucks, vans, and SUVs killed in motor vehicle traffic crashes in 2009, and 53 percent of fatally injured passenger vehicle occupants were **NOT** wearing seat belts at the time of the fatal crashes.
- In 2009, 11,593 passenger vehicle occupants were killed in motor vehicle traffic crashes at **night** (6 p.m. to 5:59 a.m.). Nearly two-thirds (62 percent) were not wearing seat belts (compared to 44 percent of occupants killed during the daytime hours of 6 a.m. to 5:59 p.m.)
- Almost half (42 percent) of the 754 **passenger vehicle occupants** 12 and older killed in motor vehicle traffic crashes were not buckled up.
- **Passenger vehicle occupants** 13 to 15 years old have the highest percentage (67 percent) of all age groups to be fatally injured and unrestrained in traffic crashes.
- Among **young adult passenger vehicle occupants** 18 to 34 who were killed in crashes, 63 percent were not buckled up — the second highest percentage for any age group.
- Men are less likely than women to buckle up. This is especially true of young men. In 2009, 66 percent of **men** 18 to 34 killed in passenger vehicles were not wearing their seat belts.
- **Pickup truck drivers and passengers** continue to have lower restraint use rates than occupants of other passenger vehicles. In 2009, 68 percent of pickup truck occupants who were killed in traffic crashes were not buckled up.

Seat Belts Save Lives!



- Seat belts, when used by passenger vehicle occupants 5 and older, saved an estimated 12,713 lives in 2009 – more than 72,000 lives from 2005 through 2009 – and 267,890 lives from 1975 through 2009.
- Worn correctly, seat belts reduce the risk of fatal injury by 45 percent for front-seat passenger car occupants — and by 60 percent for pickup truck, SUV and van occupants.
- In fatal crashes in 2009, 77 percent of passenger vehicle occupants who were thrown from their vehicles were killed. However, only 1 percent of crash victims who were buckled up were totally ejected from their vehicles, compared to 31 percent of those who were unbuckled.
- Motorists are 75 percent less likely to be killed in rollover crashes if they are buckled up.

Click It or Ticket 2011 — Cracking Down on Low Belt Use – Especially at Night

- **Enforcement Works** — *Click It or Ticket* has helped increase the observed national belt usage rate which rose to an all-time high of 85 percent in 2010, up from just 58 percent in 1994.
- **Local efforts, national reach** — Thousands of state and local law enforcement and highway safety officials across the nation will participate in the national *Click It or Ticket* enforcement mobilization from May 23 to June 5.
- **Twenty-four hours a day** — To convince more nighttime drivers to buckle up, the 2011 mobilization will include round-the-clock enforcement – but especially at night.
- **We can't stop now** -- The national *Click It or Ticket* mobilization has increased seat belt use and saved lives, but there is still much more to do. Highly visible enforcement and greater public awareness can turn thousands of lives lost into many more lives saved!

2009 statistics according to the National Highway Traffic Safety Administration

For more about the 2011 mobilization, visit www.TrafficSafetyMarketing.gov.

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